

2009-2010 SAI Technology Leadership Training

Phase 1, Day 1

MARSHALLTOWN Notes

BCLUW

Mobile

Instant Access

More information good and bad

Always changing

24/7

Globality - Competition

New Jobs/Less Jobs - New Education

Laws

Copyright laws

Live longer

MGC - fewer jobs, decreased revenue, immediate access, more competition, information overload, reliability, self-reliant

Hello - time saving, money saving [?], information overload, potential for high engagement, portable, generational issues,

Ability to instantly access information without middleman, everyone is their own doctor, narrow casting of music, faster turnaround, by one song vs entire album, medical supplies-direct order, gps, comparison shopping

Instant information

Themes - accessibility

Convenience

Conservation of paper, resources

More connected or less connected with people?

Entitlement

Instantaneous

Instant Gratification

Copyright issues?

Google Maps - help or hurt geography education?

On demand accessibility

credibility of sources, less physical contact with people, redefining social interaction, copyright laws

end of travel agencies, gps, impact currency exchange when you travel, comparison shopping, concern for who is watching

Music stores are obsolete, create your own music, download everything, you become your own DJ, no need for record, cd, etc., satellite radio

Web MD - everyone is their own doctor now, does allow you research without paying for service, potential danger is that we feel we are an expert in the area now.

We will never get "lost"!

Reliability?

What happens when you get to a place with no internet access?
Or internet goes down long term?